



Angelie Palicte - Alega

1155 Sacred Heart Hills Juana

Osmena Ext. Capitol Site C.C

angelie21987@gmail.com

+63 915 824 9659

QUALIFICATIONS SUMMARY

- Loyalty Officer
- Marketing Communications Assistant
- Hotel pre-opening experience
- Part -time teacher for undergraduate and graduate school
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Personal Information:

Nickname: Angie

Age: 33

Date of Birth: February 19, 1987

Place of Birth: Cebu City, Philippines

Sex: Female

Religion: Roman Catholic

Citizenship: Filipino

Marital Status: Married

Work Experience:

Best Western Plus Lex Cebu

Lex Cebu Hotel – Tanchan Business Ventures Inc.

N. Escario St. Cor. Juana Osmena Ext. Capitol Site

Cebu City

Sales and Marketing Manager

July 2015 – Present

- Develops and implement operational Sales and Marketing policies
- Responsible in maintaining corporate, government and travel agencies contacts.
- Create budget for sales call (daily, quarterly and yearly)
- Responsible for revenue report for both rooms and banquet
- Make proposals for group bookings, social bookings and corporate bookings.
- Make BEO (banquet event order) GIS (group info sheets) for events and group.
- Identify new markets and business opportunities and increase sales revenue.
- Represents the hotel in various events and exhibitions.
- Assist guests a clients in ocular inspection.
- Provide quick and timely responses, immediate communication to the inquiries and develop professional long term business relationship.
- Provide the highest quality of service to the customer at all times.
- Responsible for proper use of brand identity
- Closely coordinating with head office in Bangkok, Thailand for marketing quality control of collaterals.
- Close coordination with the suppliers.
- Purchase decors for special events.
- Oversee functions and events.
- Monitor revenue for both rooms and banquet.
- Follow up clients for upcoming events.
- Telemarketing
- Maintain good relationship with clients and media contacts.
- Closely coordinate with other departments to achieve common goal.

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- Builds and strengthens relationship with existing and new clients in order to enable future bookings.
- Attend activities related to sales.
- Submit liquidation reports and sales reports after business trips.
- Assist and resolve guest complaints.
- Reply Facebook and Instagram messages.
- Conceptualize and approve promotion designs.
- Check online rates to avoid parity issue.
- Make apology letters and other internal memos.
- Coordinate with website developer.

Best Western Plus Lex Cebu

Lex Cebu Hotel – Tanchan Business Ventures Inc.

N. Escario St. Cor. Juana Osmena Ext. Capitol Site

Cebu City

Sales Manager

September 2012 – July 2015

- Responsible in maintaining corporate, government and travel agencies contacts.
- Responsible for revenue report for both rooms and banquet
- Make proposals for group bookings, social bookings and corporate bookings.
- Make BEO (banquet event order) GIS (group info sheets) for events and group.
- Identify new markets and business opportunities and increase sales revenue.
- Represents the hotel in various events and exhibitions.
- Assist guests and clients in ocular inspection.
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Southwestern University (PHINMA Philippines)

Urgello Street

Cebu City, Philippines

Part-time Graduate School Instructor

July 2013 – March 2015

- Teaching different subjects related to Hotel and Restaurant and Tourism Management.
- Conduct oral revalida or all graduating students.
- Make lesson plan for different subjects.

University of Cebu

Sanciangko St.

Cebu City, Philippines

Part-time College Instructor

March 2013 – March 2015

- Teaching college students different subjects related to Hotel and Restaurant Management.
- Make lesson plan for different subjects.
- I also conduct seminars related to HRM

Waterfront Cebu City Hotel and Casino

Salinas Drive Lahug,

Cebu City, Philippines

Salute Officer and Marketing Communications Assistant

March 2008 – September 2012

- In charge for the hotels loyal program (5 Waterfront Properties)
- Monitor VIP events, related to Marketing Communications (Chinese New Year, Media Gathering, etc.)
- Monitor collaterals offline and online.
- Making sure that brand identity is strictly followed.
- Assist photo-shoot for property branding.

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- Closely coordinate with media, invite them for lunch or dinner in order build and maintain rapport.
- Attend meetings in behalf of the Marketing Communications Manager
- Assist Sales and Convention and Events in their activities.
- Monitor press releases and media exposure.
- Maintain media and elite society contacts.
- Assist graphic artist in making monthly promos and daily activities.
- Monitor birthdays for media personalities and request birthday cake.
- Closely coordinate with other Marcomm's from other properties and Manila Office.
- Closely coordinate with other departments for VVIP events.
- Coordinate with our website developer in keeping all the marketing posters and details updated

Education:

Graduate School: Southwestern University (PHINMA Philippines)

Business in Administration
Major in Hotel and Restaurant Management

2011 to 2012

College: University of Cebu

Bachelor of Science in Hotel and Restaurant Management

2004 to 2008

Other Information :

SKILLS: Excellent Social Relations and Customer Service Skills, Excellent Communication skills, Computer Savy, Great attention to detail without losing sight of the big picture, Goal oriented, Good multi-tasker and diplomatic.

References :

Ms. Kaye Luym Sala

Primeway Plaza

+63 917 627 9797

Ms. Maebelle Varron Ong

Director Dreamboats and Events

+63 975 713 4588

Ms. Julie Ann Despi

Previous HR Manager

Best Western Plus Lex Cebu

+63 966 219 1777

Note: They are my previous superiors.